



Linking Education and Training with Industry

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Agenda

- A. Introduction
- B. How Qualifications Framework (QF) helps to link Education & Training with the Property Management Industry?
- C. Applications of QF in the Industry
- D. Future Development

A. Introduction

Background of HKAPMC

- Formed in January 1990
- Initiated by a group of leading property management companies (more than 89) in conjunction with the Chartered Institute of Housing (Asian Pacific Branch), the Hong Kong Institute of Housing, the Hong Kong Institute of Surveyors and The Royal Institution of Chartered Surveyors (Hong Kong Branch).



B. How QF helps to link Education & Training with the Property Management Industry?

Problems for determining the experience and training needs in the industry

1. How can we interpret different experience/skills in terms of the levels and effectiveness?

2. How can we know the quality of the training courses provided by different suppliers?

3. How can we assess the past experience of the practitioners gained from different companies?

4. In what way can we help the practitioners to further develop themselves?



QF is the solution

1. Set up clear competency standards for recruitment and promotion purpose
2. Ensure the training courses meet the quality assurance requirements
3. Assist practitioners in attaining various QF levels by recognizing their past experience, knowledge and skills
4. Encourage practitioners in continuous learning which in turn assists the development of professionalism in the industry

C. Applications of QF in the Industry

- ◆ 7 major functional areas of Property Management Industry
《Specification of Competency Standards》 (SCS) are devised.

1) Management of the Property Environment	4) Facility Management
2) Building Repair and Maintenance / Improvement and Enhancement	5) Law in Practice
3) Property Management Services for Owners, Tenants and the Community	6) Finance and Asset Management
	7) Human Resources Management



Applications in **3** major areas :

1. Recruitment and Selection
2. Training and Development
3. Recognition of Prior Learning (RPL)

(1) Recruitment and Selection

- SCS applied in internal job descriptions
- Adopted in entry requirements for different positions
- Used as requirements for promotion

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Hong Yip Service Company Ltd.
新鴻基地產成員
A member of New Hong Kai Properties

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- * 具2年以上大廈水/電/冷氣經驗及持有關工程技術證書者優先
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- * 須外勤工作

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慈雲山區	劉先生	2322 9221
將軍澳區	張小姐	3417 4888
荃灣區	吳小姐	2428 0122
粉嶺區	潘小姐	2669 8321
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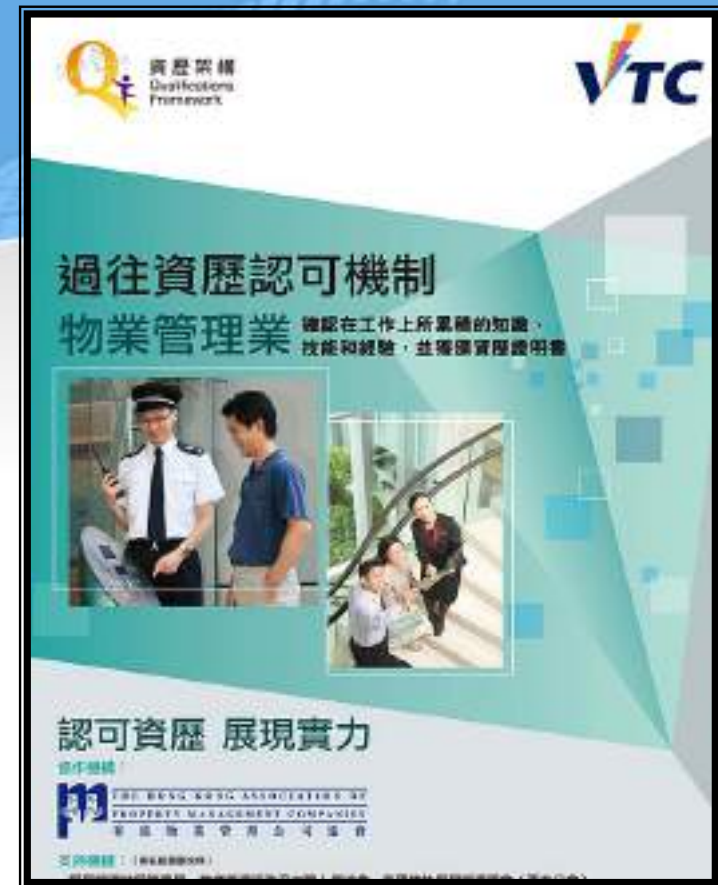
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(2) Training and Development

- “Non-formal learning”, “on-the-job training” for practitioners is transformed to “formal learning” with different QF levels recognized by the industry
- Up to Jan 2013, 37 SCS-based courses were developed by 7 educational institutes and 8 companies.
- Hong Yip runs 6 of these courses (two at Level 1, one at Level 2 and three at Level 3), the most number of such courses in the industry.

(3) Recognition of Prior Learning (RPL)

- ◆ Provide formal recognition of the knowledge, skills and experience acquired by practitioners
- ◆ Serve as a starting point for learning and progression of experienced practitioners
- ◆ Reduce duplication in training for the same skills



▲ Property Management RPL Poster

- ◆ RPL was introduced in the Property Management Industry in March 2011
- ◆ HKAPMC was the collaborating organization of the implementation of RPL in the property management industry



▲ Representatives of Assessment Agent (VTC) and HKAPMC signed the Memorandum of understanding

- By February 2013, a total of around 6,000 applications of RPL were received from all industries. Out of them, around 4,000 applications are from the property management industry, representing about 66% of the total applications
- In aggregate, staff of over 150 companies in the property management industry applied for RPL with two companies (Hong Yip Service Co Ltd and Synergis Management Services Ltd) submitted more than 2,000 applications for their staff.



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資歷架構
Qualifications
Framework

D. Future Development

Purpose

1. Promote lifelong learning for the practitioners
2. Encourage the continuous improvement of the professional
3. Facilitate the sustainable development of the industry

Direction

1. Promote QF to member companies through HKAPMC
2. Secure the recognition of QF qualification by professional recognized parties. For instance, The Hong Kong Institute of Housing introduced a new membership grade of “Practitioner” by recognized those having obtained the defined subjects in level 4 of QF

3. Standardize and formalize more QF courses being held in the community
4. Collaborate with course providers especially educational institutions for development of courseworks suitable for the industry. For instance, Hong Yip jointly organized with HKU-SPACE the following public training programmes:
 - Module Certificate in Customer Service in Property Management (Level 3) held in September – December 2012; and
 - Module Certificate in Management of Security Operational Work (Level 3) currently being conducted in Feb – May 2013

5. Manpower Projection in the industry

- According to “Report on Manpower Projection to 2018” issued by the Government in 2012, the manpower requirement for Real Estate sector is projected to increase from 2010 to 2018 at an average annual rate of 1.6%, while the local manpower supply at 0.6% only.
- It is, however, projected that there will be a small manpower surplus of about 8 500 at education level of lower secondary and below, and a manpower shortfall of 22 000 at various education levels between lower secondary and first degree. i.e. QF level 1- 4.
- The provision of QF-recognized placement-tied and skills upgrading courses for low-skilled workers can upgrade their employability, which may help address the aforesaid projected manpower shortfall at the education levels between secondary and first degree.

Conclusion

Overall, QF has helped a lot in meeting the education and training requirements of the Property Management Industry and has laid a solid foundation and provide a suitable framework for the continuous professional development of the practitioners to meet with future manpower needs in the industry.



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資歷架構
Qualifications
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~ Thank You ~

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